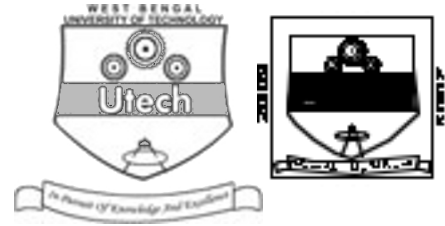


**CS/MBA(SUPPLE)/SEM-4/MM-406/09
CONSUMER BEHAVIOUR (SEMESTER - 4)**



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS/MBA(SUPPLE)/SEM-4/MM-406/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
CONSUMER BEHAVIOUR (SEMESTER - 4)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A								Group – B				Group – C				Total Marks	Examiner's Signature		
Marks Obtained																				

.....
Head-Examiner/Co-Ordinator/Scrutineer

S-52005 (15/07)



DO NOT WRITE ON THIS PAGE



CONSUMER BEHAVIOUR
SEMESTER - 4



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10

i) Customer satisfaction is a function of individuals

- a) perception
- b) motivation
- c) personality
- d) learning.

ii) Benefits of customer retention are

- a) loyal customers buy more product
- b) loyal customers are less price sensitive
- c) loyal customers spread positive word of mouth
- d) all of these.

iii) Opinion leaders influence people

- a) directly
- b) indirectly
- c) both directly and indirectly
- d) none of these.

iv) X and Y theory of motivation was proposed by

- a) Maslow
- b) Hergberg
- c) Algyrus
- d) McGregor.



v) The lowest level at which a person can experience a sensation is called as

- a) nominal threshold
- b) absolute threshold
- c) zero threshold
- d) none of these.

vi) The first stage in FLC is

- a) Dissolution
- b) Solitary survivor
- c) Bachelorhood
- d) None of these.

vii) Creation of brand loyalty is an important part of

- a) supply chain management
- b) sales management
- c) marketing strategies
- d) sales process.

viii) Marketer should put efforts to

- a) reduce Cognitive Dissonance
- b) increase Cognitive Dissonance
- c) sustain Cognitive Dissonance
- d) ignore Cognitive Dissonance.

ix) WOM is a part of

- a) communication
- b) sales
- c) distribution
- d) marketing research.



- x) Fast diffusion of a product depends on
- a) product characteristics
 - b) market characteristics
 - c) both product and market characteristics
 - d) country of operation.



- xi) Household and family are
- a) same
 - b) different
 - c) different in India
 - d) different in Bangladesh.

- xii) Market mavens are
- a) opinion leaders
 - b) sales persons
 - c) CEOs
 - d) retailers.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. Discuss the role of motivation in Consumer Behaviour.
3. State the concept of Family Life Cycle.
4. Briefly discuss the influence of culture on Consumer Behaviour.
5. Write a short note on 'Post-Purchase Dissonance'.
6. What do you mean by 'Reference Group' ? How do reference groups influence consumer behaviour ?



GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.



3 × 15 = 45

7. What is Personality, and what are the three major theories of personality ?
8. How would you use emotion to develop marketing strategy for the following ?
 - a) Toothpaste
 - b) Washing Machine
 - c) Mobile set. 5 + 5 + 5
9. Elaborate the various factors that influence consumer behaviour with illustrations.
10. Identify the factors that influence consumer perception. What are the various types of perceptual error ? 8 + 7
11. Examine the process of 'Organisational Buying Behaviour'. How does it differ from 'Individual Buying Behaviour' ?

END